

Business & Finance

Page edited by Yvonne Vuong

Yesterday's Numbers

DOW JONES
- 26.02
NASDAQ
+ 6.86

NYSE
- 13.00
AMEX
+ 12.02

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IN BRIEF

Disposal company buys naming rights to Delta arena

SALT LAKE CITY — The home of the Utah Jazz has a new name that's sure to get a reaction.

EnergySolutions LLC, a nuclear waste services company based in Salt Lake City, has bought the naming rights to the downtown arena that has been known as the Delta Center since it opened 15 years ago.

Jazz owner Larry Miller said Monday that negotiations with Delta Air Lines to keep the original naming rights in place stalled with the airline, which is trying to emerge from bankruptcy. Miller said he was apprehensive at first when approached by EnergySolutions, which runs a radioactive waste disposal facility 75 miles west of Salt Lake City.

Frozen cooked squash recalled voluntarilly

ROCHESTER, N.Y. — Birds

Trade trip to China worth millions of dollars

By ERIK DERR
Staff Writer

VICTORVILLE — High Desert trade has a higher profile in the Chinese business community today, in the wake of a six-day, three-city trade mission to China sponsored by San Bernardino County's Economic Development Agency.

County Supervisors Bill Postmus, Gary Ovitt and Josie Gonzales led a group of representatives from several area companies — including three from the High Desert — in the county's first-such visit to China.

"It's the businesses who deserve the credit for showing the foresight and wisdom to engage in the modern global business world," Postmus said of the mission, which ended Sunday.

"It's important to remember that for our citizens, strong businesses mean better jobs

and improving the quality of life," he added.

The junket of about 25 traveled through the Chinese cities of Guangzhou and Shenzhen, located along the Pearl River, Delta, and ended in Hong Kong, the historic financial and business capital of Southeast Asia. Along the way, members held a total of 130 businesses meetings with representatives from numerous Chinese companies. Their efforts resulted in new or re-kindled relationships with business contacts there worth an estimated \$65 million in potential business, according to county International Trade Manager Moises Cisneros.

"If you look at our industrial concentrations — in automotive development, logistical systems, bio-medical companies, construction and engineering," Cisneros said, "our

trade sector is tied directly to the global economy."

The mission's High Desert contingent included: Bambi Cahilly, president of Wrightwood-based Excel Scientific, which develops high-end lab equipment; President Joseph Brady and Senior Associate Katheryn Tang of The Bradco Companies commercial real estate group, based in Victorville; and Keith and Ryan Beezley of Apple Valley's R&B Tool Supply.

The county reportedly paid about \$30,000 to send the three supervisors and support staff on the mission. Individual business members paid about \$3,250 each to attend. The cost for the entire trip was about \$100,000.

Cisneros said the trip gave representatives from the Southern California Logistics Airport, otherwise known as SCLA, as well as San

Bernardino International Airport the opportunity to firm plans with representatives from Chinese companies they had not been able to communicate easily with before.

"That's what this effort was about," said Cisneros. "It gave our business sector the chance to secure meetings and sit down with key people over there."

The mission was part of the county's comprehensive strategy to promote international business. Ultimately, said Cisneros, the county is working to streamline the trade process, and make it easier for entrepreneurs to focus on the business of growing companies. The county is exploring ways of acting as a clearinghouse of trade-related information, and establishing a one-stop shop where businesses can "connect to global resources" and

readily find information about transportation issues or trade customs, tariffs and quota imposed by other countries.

"We don't need to be the experts at everything," he said. "We want to partner with international trade experts, to ensure our business sector has good access."

Cisneros said one of the delegates who said her company benefited most from the trade mission failed to sign any new contracts, either to buy new product or sell any of their wares. But meeting with her business rival's trading partners in China finally gave her an edge: She collected the marketing data she needed to make her operation competitive.

That, said Cisneros, "was industry intelligence at its best."

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